Amendments to the Claims:

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-32.   (Canceled).

33.   (Previously Presented) A method for subscriber based generation of a customized publication comprising the steps of:

generating a subscriber list including identifications of a plurality of subscribers for the publication;

providing, to an advertiser, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

receiving an identifier of a first advertisement based on buying preferences of the first subscriber and an identifier of a second advertisement based on buying preferences of the second subscriber from the advertiser;

associating the first advertisement with the first subscriber based on the identification of the first subscriber;

associating the second advertisement, different from the first advertisement, with the second subscriber based on the identification of the second subscriber; and then

generating a first version of the publication including the first advertisement in a prescribed field of the publication for the first subscriber;

generating a second version of the publication including the second advertisement in a prescribed field of the publication for the second subscriber;

integrating content not designated by the advertiser into the first version of the publication and the second version of the publication;

printing the first version and the second version of the publication; and

distributing the printed first version of the publication to the first subscriber and the printed second version of the publication to the second subscriber.

34.   (Canceled).

35.   (Previously Presented) A system for subscriber based generation of a customized publication comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

a profile database including profile information about buying preferences of ones of the plurality of subscribers;

a content identification circuit that associates different advertisements with respective ones of the plurality of subscribers based on the identifications of the plurality of subscribers from the subscriber list and the profile information about the buying preferences of the respective ones of the plurality of subscribers from the profile database;

a print control circuit operatively coupled to the content identification circuit that generates versions of the publication for respective ones of the plurality of subscribers including associated different advertisements in respective prescribed fields of the publication for respective ones of the plurality of subscribers;

a printer that prints the generated versions of the publication responsive to the print control circuit; and

wherein the profile database is associated with an advertisement provider system remote from the content identification circuit, the print control circuit and the printer, the advertisement provider system further comprising:

a determination circuit that determines if any individually targeted advertisements are to be provided in the publication for respective ones of the plurality of subscribers;

a content designation circuit that designates individualized advertisements for respective ones of the plurality of subscribers; and

an output circuit that provides identifiers of the individualized advertisements to the content identification circuit.

36.　　(Canceled).

37.　　(Previously Presented)　A computer program product for subscriber based generation of a customized publication, comprising:

a computer-readable storage medium having computer-readable program code embodied in said medium, said computer-readable program code comprising:

a subscriber list including identifications of a plurality of subscribers for the publication;

computer readable program code which provides, to an advertiser, at least a portion of the subscriber list including identifications of a first of the subscribers and a second of the subscribers different from the first subscriber;

computer readable program code which receives an identifier of a first advertisement based on buying preferences of the first subscriber and an identifier of a second advertisement based on buying preferences of the second subscriber from the advertiser;

computer readable program code which associates the first advertisement with the first subscriber based on the identification of the first subscriber;

computer readable program code which associates the second advertisement, different from the first advertisement, with the second subscriber based on the identification of the second subscriber;

computer readable program code which generates a first version of the publication including the first advertisement in a prescribed field of the publication for the first subscriber;

computer readable program code which generates a second version of the publication including the second advertisement in a prescribed field of the publication for the second subscriber;

computer readable program code which integrates content not designated by the advertiser into the first version of the publication and the second version of the publication; and

computer readable program code which initiates distribution of the first version of the

publication to the first subscriber and the second version of the publication to the second subscriber.

38.   (Canceled).